however, the expansion projects must be delicensed.

(c) and (d) The levy sugar is allotted for distribution through the Public Distribution System at a uniform price of Rs. 9.05 per kg. at present. The freesale sugar mechanism is regulated in a judicious manner in order to maintain the price of sugar in open market at reasonable levels to the consumer as well as the producer to enable them to pay remunerative cane price to the growers.

Development of New Export Markets

21. SHRI T. VENKATRAM REDDY:
DR. SHRIKANT
RAMCHANDRA JICHKAR:

Will the Minister of COMMERCE be pleased to state:

(a) what are the new export markets which have been developed by India during the last three years as a result of foreign visits by the Prime Minister and other Ministers for this purpose;

(b) what were the exports quantum to these countries in 1991 and what are they in 1995; and

(c) what steps are being taken to further develop our export markets?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI P. CHIDAMBARAM): (a) to (c) Development of new markets depend upon a number of factors such as supply and demand elasticity, marketing strategy, institutional constraints etc. Continuous efforts are being made to develop new markets as a part of the overall export promotion strategy. The measures for development of new markets cover product promotion and commodity development, publicity and dissemination of information, participation in trade fairs and exhibitions, trade delegations and study teams etc. The visit of Prime Minister and various Ministers also help promotion of bilateral trade. It is not possible to quantify the effects of such visits on export performance. However, exports have registered significant growth in recent years. Exports which recorded 3.8% growth in dollar terms in 1992-93 registered 20% growth in 1993-94 and 18.4% growth in 1994-95; the export growth during April-September, the latest period for which trade date are available in the current year, indicate 26.4% growth.

Country specific initiatives have been taken to promote new trade ties with South Africa and Israel; border trade with Myanmar has been opened recently. A special geographical thrust is being given for trade expansion with Latin America & Central Asian Republics.

Import and Exports by Pepsi Foods Limited and Pepsico India Holdings

22. SHRI MISA R. GANESAN: Will the Minister of COMMERCE be pleased to state:

(a) the value of imports and exports made during each of the year 1994 and 1995 by (i) Pepsi Food Limited; (ii) Pepsico India Holdings; and (iii) each of the subsidiaries of pepsico India Holdings; and

(b) the value of imports proposed to be made during the year 1996 by (i) Pepsi Foods Limited; (ii) Pepsico India Holdings; and (iii) each of the subsidiaries of Pepsico India Holdings?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI P. CHIDAMBARAM): (a) and (b) Imports & exports figures company-wise are not maintained in this office. However, as per details given by M/s. Pepsi Food Ltd. exports made by them during the years 1994 and 1995 is as under:—

Years	Exports (Rs. Crores).
1993-94	40.38
1994-95	73.32